

# EARLY EASTER FASHION DEBUT

## Vacation Togs Show Versatile Design

By CONNIE COURTEAU  
Fashion Editor

With hints of spring in the air a young lady's fancy turns to thoughts of an Easter outfit, the most important addition to the coed wardrobe.

New clothes for spring follow traditional and new trends. The suit at right combines both the classic and the ultra-modern in its styling.

The suit is classic in its fitted bodice and slim skirt. Below the molded waist line the flared back has a new smartness with added detail in tucks and covered buttons.

In soft wool, the suit reflects the designers' liking for natural shoulder lines. Its simple skirt is about 15 inches from the floor, the length for 1951.

The shimmery pearl gray straw hat follows style trends toward small hats. A veil of dark net against light straw is tied at the back of the head and covers the whole face.

Antique finish gold combined with pearls as scatter pins is a new fashion fad in jewelry. The soft gold, centered with a single pearl adds a sophisticated touch to any Easter outfit.

Gloves in white or pearl gray reach above cuffs this season. In kid, rayon, or soft cotton, feminine detail is stressed with decorative stitching across backs and wide flaring cuffs.

Completing the outfit are navy suit pumps in soft leather. Their simplicity makes them a basically useful item. Straight lines enable them to be worn with both dressy and casual costumes. Comfort as well as simplicity are considered in pump design this year. Heels in many new styles are moderate; low enough to give comfort if walking or dancing and high enough to be the perfect dress shoe.

Starting out on a spring vacation trip requires a new start in spring wardrobe. The traveling outfit should be durable, well tailored and versatile.

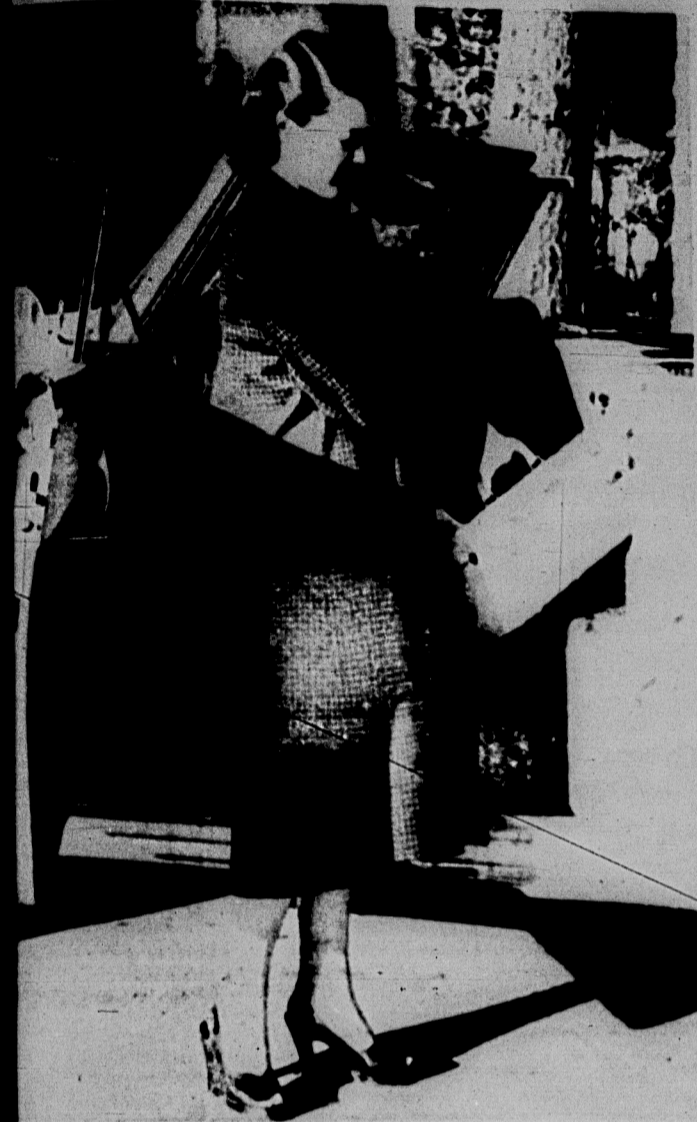
Clothes for the entire vacation should be planned in advance. Last minute buying without taking basic wardrobe colors into consideration leads to a poorly matched wardrobe.

Traveling light is not only easier en route, but better for clothes.

Start with the coat. For spring, coats such as the plaid on the left are big fashion news.

Navy and red line check gives the coat a collegiate look. New fashion touches such as its peter pan collar, single button, and raglan sleeves, add dressiness.

Add to the travel wardrobe a light weight wool suit in beige, the color news for spring, and a matching hat. Combine these with a cocktail and dinner dress in almost any pastel shade, navy suede opera pumps, good with any costume and matching or harmonizing gloves and bag.



Warm weather coat styles feature full backs, raglan sleeves and peter pan collars. Nancy Meacham, Detroit freshman, starts out on vacation with a navy red line check topper, one of the gay plaids that make fashion headlines.

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Nancy Long, Huntington Woods sophomore, models a light weight wool gabardine suit in navy. Her pearl gray straw hat, white gloves and navy purse, as well as the suit are shown at the Town and College shop. The outfit is finished by soft navy suit pumps from Klock's shoe store.

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## Fog The Demure Look In Spring



Simplicity and sweetness in spring formal fashions are marked in ballerina dresses such as this one modeled by Barbara Dangl, Grand Rapids sophomore. Soft pastels and leatherly lines

net make this strapless style perfect for summer time dancing dates. Gold and opera pumps add a finishing touch to full skirted dress. Top is modeled by Douglas Cutler.

## Femme-Fatale In Fragile Lace



Rose Marie Marcorath, Dearborn freshman, is ready for spring teas and parties in a navy blue lace ballerina length dress featured at Jacobson's. The shirt is fitted to the hips and swings in a

full flare to the ankles. The fitted cap-sleeve bodice makes the dress suitable for any dressy occasion. Her navy opera pumps are shown by Klock's.

Notes On Spring Fashion Forecast

Designers Sum Up This Season's Trends

Let's sum up the spring fashion trend before starting on its individual parts.

First of all, the smuggest colors for spring are black and white combined with one bright accessory color. Best for accessorizing are sunset pink, beige, gold and violet.

In picking black accessories, shoes and bags, patent leather is the favorite of fashion experts. It can be used alone, or in combination with soft suedes and wools.

Spring silhouette is straight and narrow, but the pyramid coat is still popular, although little less full cut than last year.

Skirts are about the same length—15 inches from the floor. Ballerina lengths are going out, skirts are either street length or floor length from now on.

Another out-of-favor item is the decorated neckline. Simplicity is the word for 1951. Pearls, clips and flowers are all right if used with discretion, but the fashion minded give their

special nod of approval to the bare throated look. One pin on the wide dress neckline is all that is wanted for the style-wise dresser.

Hose are lighter and more sheer this spring and gloves are longer, reaching above cuffs. They will be brightly colored and have added detail in stitching for feminine appeal.

Topping the new trends is hair styling. Hair is a little longer and a little fuller, changing from the slick shingle to the soft wave.

Slim Cut Suit Styles Shown In Light Weight Wool, Crisp New Creases

There's new femininity, new details in this season's suits and a whole line of new fabrics, the rayons, of their light weight and low price, new rayons are to be fashion winners.

Soft pastels are ever popular for well wearing suits can be worn far into the summer. Bright shades of blue, green and yellow are a gay addition to the warm-weather wardrobe.

Suit silhouettes are new along with new weaves. They will be slim, but jackets vascilate between the fitted, and the brief and boxed.

As in coats, natural shoulder lines and radiating lines are found in tailored suits. Graceful shorter sleeves, big cuffs and novel scalloped front closings are suits detailed femininity.

New in the color range for suits and accessories are combinations of red, white and blue; black and white; and pink; and true red and black.

Beige and black are making news for spring. Dressy, black skirts and sleeveless blouses are coming. Beige jacket-coats for double duty wear.

Jacket-coats of contrasting materials and colors worn with any spring outfit. Some are soft wool, crisp rayon, gabardine and shantung.

Straight yokes with gentle shirring below, tapered waists and slightly flaring hips give these suits a fashionable and expensive look. Yet they are easy to wear.

Suit necklines vary from mandarin to the plunging. But designers are still faithful to simple tailored necklines. Necklines are high enough to be worn blouseless and livened with a scarf or gay blouse.

Diagonally buttoned fronts are new for suits. snugly fitted bodices these fashion-wise jackets are buttoned from chin to waist and taper from the waist to hip length flaring tail.

Boxy jacketed suits are popular in waffle checked, checks and, of course, solid colors. Wide collar, sleeves and cleverly cut pockets are accentuated. Plain sleeves and big bright buttons. Jackets are waist or slightly longer and many have three-quarter sleeves of the same length.

Dressy woolen suits have a third piece this spring. With matching wool on one side and a rayon or taffeta on the other, the stole adds a light touch to the demure and a colorful touch to the classic.

Stand-up collars and simple designs are favored. Well tailored wool suit. Summer weight wool tail and keeps its shape and fit through several seasons wear.

The long slim jacket is tailored from shoulder to hip without a break in line. Set-in shoulders have sleek flare or taper.

Three-piece ensembles featuring checks this spring. Contrasting skirt and jacket and a coat in check. The jacket. Ensembles are generally tailored for business and casual wear when cut in plain. The straight cut jackets and pyramid coats.

The shorter than short jacket, the bolero, is in vogue. In both boxy and fitted styles, boleros have snug fitted skirts. Some checked jackets are little box coats with high collars and multi-button fronts.

The classic style bolero, open down the front, is less, has three-quarter length sleeves. The classic line is a perfect compliment to the feminine look shown with suits this spring.

Michigan State News

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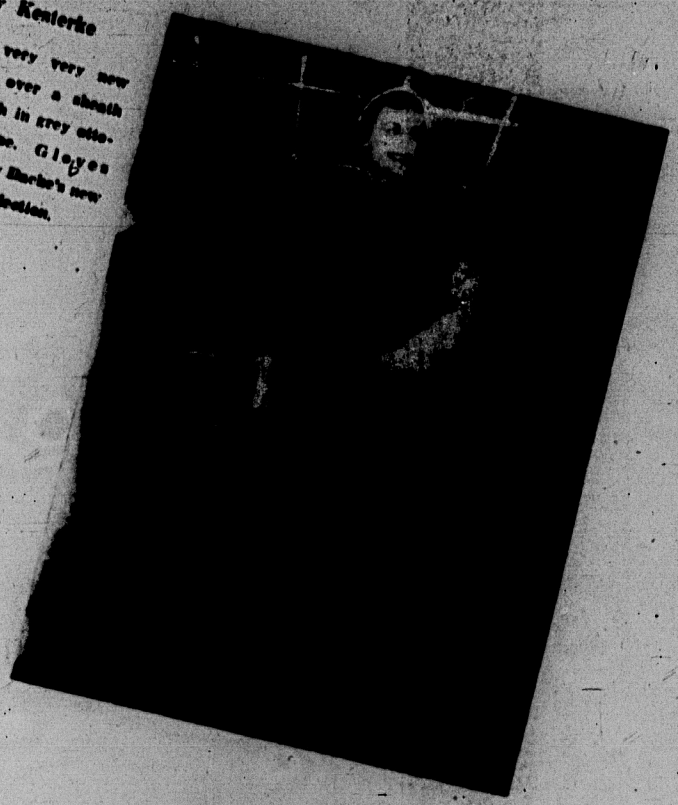
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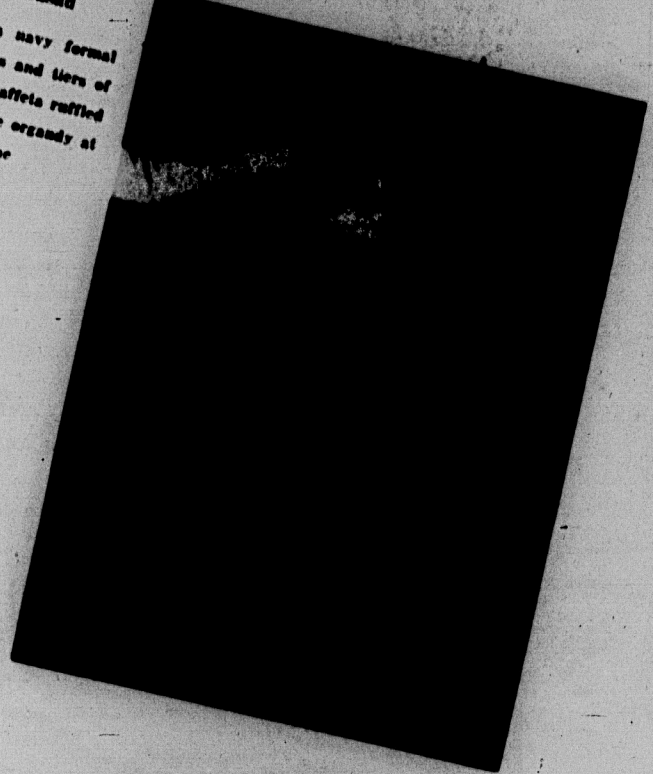
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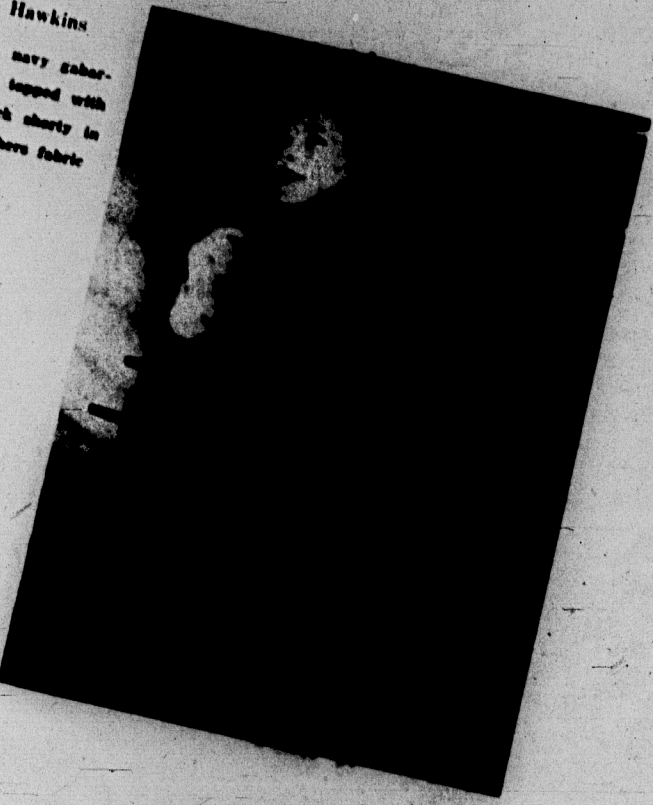
Shades of spring of milan-type straw. Very, very special \$6.99. Only one from a large Easter collection.



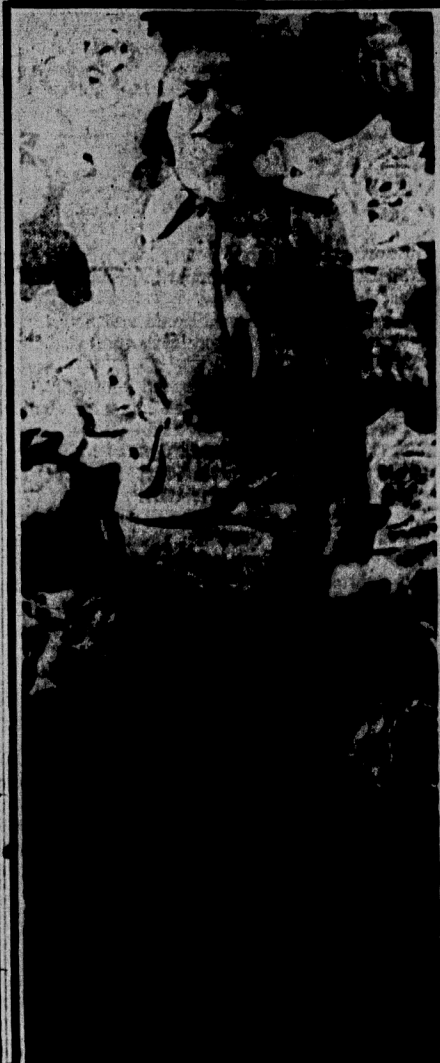
Sally Kenterke in a very very new duster over a sheath... both in grey ottoman cover. Goggles from Lilly Martin's new spring collection.



Rosalie Casand wears a navy formal... tiers and tiers of rustling taffeta ruffled with white organdy at the neckline.



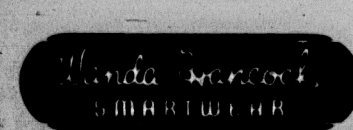
Margo Hawkins shows a navy caberdine suit topped with navy check shawl in John Walthers fabric.



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in our striking collection of Spring suits. If you've an eye for superb tailoring and distinctive fabrics as well... Our collection is for you. Modeled by Michigan State College Coed. — Miss Mary Peden. all wool gabardine suit with diagonal fastening and tricky pocket treatment. Others, in imported sharkskin, Forstmann Milatren, and birds-eye novelty weave fabrics.

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Modeled by Barbara DeLone. Her luggage: "Minnelouka" by Oshkosh. Her handbag: Our "Continental Traveler" in blonde oak tanned cowhide.

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# Blouses Make Sun News In Gay Hues, Sleeveless Cottons

Blouse is the most basic of accessories and, like the skirt, can make or break an outfit. This spring's blouse is designed to perfect well tailored suits.

Blouses in blouses is shoulder line, or the lack of it. Blouses are back in crisp piques and smooth cardigans, barebacked piques and smartly tailored rate high for suit wear. As important as color harmonizing suits and blouses is neckline harmony. Should be kept simple if suits are detailed, with a bar or big bow added to the straight cut front of the garment.

...hiding beneath a high button suit make a switch from daytime to evening wear possible with a few accessories. Straight dark skirts are worn with chambray, silk and rayon taffeta blouses.

...can be dressed up with rhinestones, a colorful nose-veiled clips and earrings. With a change to simple addition of the suit jacket, the daytime outfit is complete.

...blouses have deep yokes. In one chambray style extends over the shoulder forming a short little break in the blouse. Tiny pleats, a port collar and jeweled buttons add more fashion to the simple.

...skirts are lighter weight this spring. Long sleeved blouses in cotton are woven of stoned cotton in white. Sheer with stripes of heavier white, and collar is caught with a clip, an oversized copy of a brilliant button.

...stripes and splashy prints add new color to a basic suit. In picking blouses, consider the new spring combinations offered by designers.

...pink, a deep rosy shade, with a black suit. Put navy with navy. For a luscious warm feeling wear peach, peach or any very light pastel. With deep light shade of pink for a new blouse.

...blouses of basic blues, grays and tans wear tangerine, orange with pastels, particularly pink, wear violet jacket and skirt contrast, match a new blouse to the skirt, shoes with the main color of the jacket, the gloves, purse and hat contrast.

...and shirts are traditional springtime classwear. Blouses have new fashion in their brief lines this spring. Port collars, short button yokes and puffy sleeves, batiste, broadcloth and, of course, pique are the long wear with crisp looks. Many a wise coed has her closet with these little blouses for springtime. Cottons come in bright colors to harmonize with the especially popular in navy, worn with gay navy spring drindls.

...pure silk blouses in dark colors worn with light skirts are date-tippers. For changeable April days feature cutwork necklines, applied collars and very sleeves for feminine appeal. White with dark accents can be matched with dark straight skirts and skirted look.

## The Male View Told By Dapper Dan, The College Man

Deep thinkers have agreed that fashions are here to stay, for at least one season, but the college version of Dapper Dan has his own ideas of feminine fashions for dapper Diane.

"The fashion of the fashion depends on who's inside it," is the general male viewpoint.

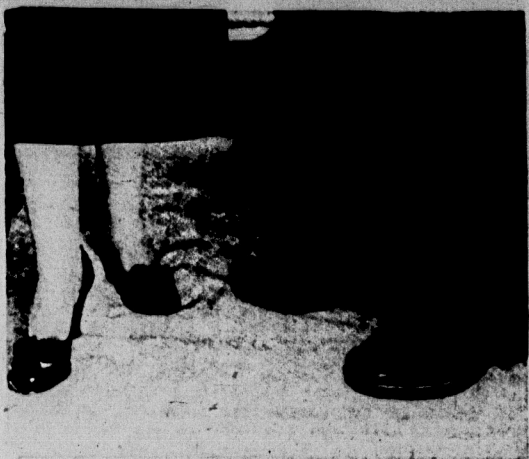
Here's a view for campus queens a little more specific than the profound statement above. Dan votes "no" on blue jeans and pigtails, and sometimes goes as far as to veto scuffed saddles, the regular coed uniform.

Femininity rates high with Dan, but sophistication to the extreme makes him shudder. He likes the slick, the chic, but not the sleek sarong, believe it or not. The china doll, complete with paint, perfume and black lace for college dating went out with the twenties.

The new look, which we thought had grown old with time, is still an unsettled question to Dan. He can't decide whether he prefers the 1951 "15" or the 1949 12-inches-from-the-floor-length. Refer to the profound statement above, which explains his indecision.

Generally, though, Dan thinks coeds know their fashions and how to wear them. One particular dapper diplomat summed it all up with "Women's fashions? Oouch!"

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Modeled by Jane Gransow

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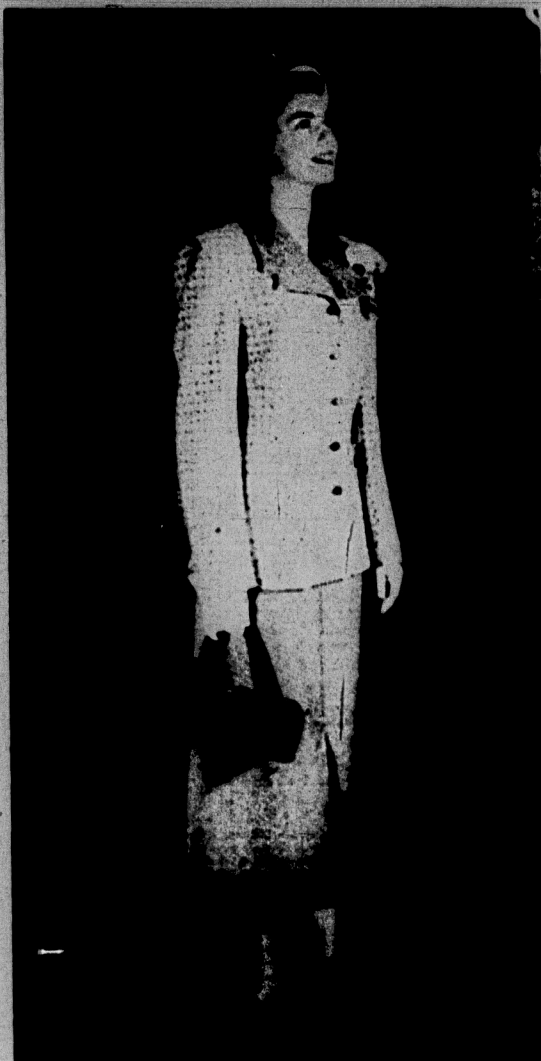
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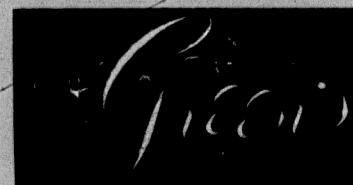


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### Bonnets Fit With Small Tight Brims

Hat styles seem to fascinate everyone.

There is never a spring when designers don't bring forth something new in the daring, the exotic, the extreme. But with the drastic innovations, which by the way, soon become accepted and popular, come the perennial versatile favorites that no one can do without.

The smart coed picks her bonnets to flatter her face and to fit her hair style.

**Small Hats**  
This year's hat trend follows the preference for small hats, but as with hair styles for spring, there is just a little more to the 1934 hat.

Although not needing many hats during her college career, the clever coed will start collecting hats now that will serve her both in college and afterwards. She will look for the chapeau that serves equally in the big city or the small town.

In other words, simplicity and versatility are musts in hats.

**Steady Fashions**  
Hat fashions for the last two years have been fairly steady, leaning to skull caps with feather decoration, narrow brimmed bonnets, high crowned pillboxes and berets.

A collection of basic chapeaux in felt, straw and pique for spring and summer wear can be re-worked with brightly colored ribbons and contrasting veils to suit various costumes.

**Casual Wear**  
For casual outfits, simple pique and straw in basic colors can be changed with brightly colored scarves to serve with suits of any description. Dressy touches can be added with velvet veils or velvet bands caught by jeweled clips. Light feathers on dark felts are perennial favorites for all-year wear.

### Foot Fashions Feature New Shapes, Heels

Shoes, a not-to-be-forgotten part of any ensemble should be chosen with utmost care and consideration.

Patent leather is returning to the spotlight this Easter season. Suede and calfskin are tops on the fashion chart also.

The combination of black patent leather and black gabardine hit the fashion magazines this month. Toned fabrics have also been integrated with patent leather.

**Mesh Vamped Shoes**  
Mesh vamped shoes made their debut this year. They are styled in colors contrasting with that of the rest of the shoe or the same color as the leather of the foot apparel. The mesh is made of both rayon and nylon, the latter being more durable.

The fabulous styles of the 1920's are back on the fashion scene. Longer and more isolated footwear has hit the stores.

**Strap Shell Shoes**  
The one or two strap shell shoes complete with tiny pearl shoe buttons are right in style this spring. Low Louis heels and high French heels rate high on the Easter picture.

Pumps with closed heels and toes seem to outrank the other styles of shoes. Small bows on the instep or stitching around the vamp will add that extra pin and snip to plain heels. Wall-toed shoes are popular too.

**Pump Loafers**  
Square-toed pumps and loafers are on the market this year. This added touch brightens up the old loafers and gives them that spring uplift that is necessary for Easter-time wearing.

High, medium and low heels are popular. The medium heights seem to predominate the scene, for they are both comfortable and chic.

### Tints Add Lustre, Glamorize Hair

Why not add new glamour to hair color when growing it for the new longer look?

Now that hair tints are so socially acceptable as lipstick, the college coed can improve the shade of her hair easily and safely.

The hair tints are becoming more and more popular for they are easy to use and can be washed out with a good shampoo. The tints are not expensive and give an extra shine to hair while making it more manageable.

With the use of artificial coloring one can prevent hair from becoming streaked and unattractive.

A good shampoo with or without the tint is a must under any new Easter bonnet. There is no right shampoo for every type of hair. Each person has to experiment until she finds the most satisfactory brand. Use a shampoo that gives hair a healthy lustre and sweet scent.

## Tailored Toppers Cut Short; Straight Line, Pyramid Look Favored In Full Length Coats

Designers have put lots of new details into warm weather coats. Shorter and shorter is the rule for both topper and full-length coats. Headlining brevity is the waist length shortie.

Highly tailored in soft gabardines, these little coats have flaring three-quarter length sleeves that end in a deep cuff. Sleeves are equal to coat length and give a chic and novel look. With pert square shoulders, shorties feature two or three rows of brightly colored buttons and added detail in collar and hem stitching.

Swing backs are not as full this year. Flared back toppers of hip length can be belted or worn loose and flowing.

**Versatility**  
Smartness and versatility are combined in the shortie. Many a topper is made of gleaming pastel suede, soft wool flannel, and shag fleece. Neutral shades such as pearl gray, cream, the classic white and beige are every popular for short coats.

Plaids are coat news this spring.

Checks and tweeds, full backs and stand-up collars go together for casuality. But whether plaid or soft pastel, cut and tailoring, not material decides the mode of the jacket.

**New Styling**  
The well-tailored dress topper has new styling touches for added dressiness and fashion.

Sleeves are shorter and fuller. The new puff sleeve, full at the elbow, is caught tight at the cuff midway between elbow and wrist. Most puff sleeves can be pushed up and worn with long gloves, or let down to reach the wrist.

**Raglan Shoulders**  
Raglan shoulders are popular this spring. Full at the shoulder and tapering to the wrist for comfort as well as smartness, the inset sleeve adds smartness to any coat.

Reversible toppers are the answer to needs for versatility. In combinations of light and dark shades, the toppers are a smooth worn-out one side with deep turn-back cuffs that fold to any length and long-lapel collars turned inside out, the swing back coat is fashioned of a dressy rayon or ottoman with soft contrasting labels and cuffs.

**Rayon Fabrics**  
A welcome change from wool coats are the heavy rayon shorties. Smartly styled with stand-up collars, square shoulders and

### Chic Fabric



Brief coat in solid "Karrana" has inverted tuck circling the shoulders, dipping in front and over the arms. The fastenings are two large linked buttons.

the coat. With accessories harmonizing with the collar, the cardigan coat is perfect for casual occasions. With smooth neckline unadorned its dressy look is undisputed.

Washable linen collars, white against dark basic colors are popular in both long and shortie coats. A tiny linen line above deep cuffs, white buttons and matching accessories add a dressy and summery touch to practical dark colored coats.

**Long Coats**  
Full length coats have come into their own. It features the pyramid style, small shoulders and wide flaring back, or have the long simple lines of the box topper.

News in long coats is the full back with harmonizing plaid taffeta scarf and lining. Caught at the collar with a bright clip, scarves can be puffy and casual or smoothly clipped and sophisticated.

**Snugly Fitted**  
Fitted silhouettes are back again. Snugly fitted bodices with smartly styled sharply cut collar and revers, tapering sleeves and high, pointed cuffs. Coats are caught at the waist with simple pearl buttons and flare gently in back. Pleats, evolving from bodice tucks add a new look to fitted coats.

One button coats have double duty appeal. Worn open with revers folding back for full length, coats have a casual look. With collar high and smartly buttoned, dressiness is the look.

**Popular Sleeve**  
Many-button coats with peter pan collars, have the three-quarter length sleeve popular with short coats. Raglan sleeves, deep cuffs and swing back make the coat both practical and pretty.

White is especially popular in short sleeve coats. Worn with dark accessories they make the perfect Easter outfit and with the coolness of short sleeves, a summer costume too.

**Plaid Fabric**  
Plaids are popular in long as well as short coats. Many are full cut with careful tailoring that makes them wearable anywhere. Sharply cut collar and one-button styles can be worn swinging free or belted tightly at the waist.

In plaids as well as solid colors puffy three-quarter length sleeves are popular.

### Bag Styles List Calf As Favorite

New spring bags range in style from the ultra sophisticated to the extremely casual. Newest in the casual bag is the long-strap, ped woven purse. Big and square, it is made of heavy crocheted cotton woven into unconventional patterns.

Large top handles are news in soft leather bags. In color, spring purses lean toward the unusual, maple being one well liked shade. Little purses are soft and carry only essentials. New design for spring is the oval purse with a low flap catching shut under a band of contrasting material.

Usually these little bags are fashioned of suede or leather with sophisticated touches added by rhinestones or brilliants scattered across the catch strap.

Big carry-all purses are back and in high style for summer. They too have long, around-the-wrist straps and long flaps on the wide bag which are brightened with big gold initials.

### Coral Makes Jewelry News

Jewelry for summer is bright and detailed.

Coral beads are among the many gaily colored strands popular for warm weather wear. In various sizes, coral beads well with new maple, beige and cream shades found in many spring dresses.

Earrings of coral, jade and bead work are edged with tiny brilliants. Both clip and dangle styles are featured for wear from April on.

Rhinestones are ever popular, and this spring have a new look. They are set in antique gold for use as clips and scatter pins.

A single pearl centered in antique setting makes a simple and sophisticated scatter pin. On wide suit labels, a little pearl-adorned gold piece adds a touch of femininity.

Both rhinestones and cut work costume jewelry is more detailed and larger sized this season. Most designers want fewer pieces of jewelry used and stress the bare-neck look with dressy clothes.

### Easter Dresses Designed For Double Duty Wearing

Double duty is the keynote this spring and every spring when a coed is choosing her new Easter wardrobe on a limited budget.

Easter dresses should be ones that can be worn all spring and preferably well into the summer months.

Rayon, taffeta, sharkskin, silk and linen are popular fabrics this year. Crease-resistant rayon and nylon are both drawing acclaim. Light weight fabrics such as chiffon-weight wool, paper-thin worsted and silk organza are tops for dresses this spring.

**Polka Dots**  
Bright polka dots are right in style. Used for whole dresses or just for the accessories, they are striking. Polka dotted scarves are found in many stores for spring wear.

Checked rayon taffeta has been fashioned into many smart outfits popular with the college coed. Checked date dresses and splashy plaids combined with solid colors in two piece outfits are headliners.

**Silk Prints**  
Silk and rayon print dresses have proved themselves to be one of the most satisfactory buys for the average college woman. They can be worn nearly everywhere and can be dressed up or down with the addition of pearls, rhinestones, or chic artificial flowers.

Pique scarves, artificial flowers and scarves are highlights of this year's accessories for the basic dress. They can change the nature of the entire ensemble, an all important factor to anyone who dresses on a small budget.

**Styles Extreme**  
This year's dresses follow the extremes, either pencil slim, or wide and flaring. Tight skirts and closely fitted bodices are the mode for basic dresses. In more definitely dressy outfits, flaring skirts and puffed sleeves make a hit with the fashion-wise.

New tailored lines are flattering to any figure. Simple button front dresses with wide, bright buttons make a hit with the college crowd. Another simple dress, the unfitted "yellow-case" dress falls straight from shoulder to hem. A fancy belt worn at the correct waistline completes the outfit—as basic a dress as can be found.

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Man's Complete Easter Wardrobe From Our Men's Store!

**The Hat** Fine quality fur felt in new sharp colors to harmonize with new suits, coats. Round brim stays in shape. Gray, tan, beige. 6 1/2-7 1/2. **7.90**

**The Suit** A famous Townclad suit in all wool sheen gabardine. Each suit is hand tailored . . . fits superbly . . . long wearing. Navy, grey, brown. Regulars, longs, shorts, stouts, 35-46. **49.75**

**The Top Coat** Good-looking all wool gabardine with 100% wool plaid lining . . . zip it in or out! Long wearing. Grey, tan. Regulars, longs, shorts, 36-42. **44.75**

**The Shirt** Penny's own Towncraft dress shirt. Smooth broadcloth with years of wear. Nueraft collar that outwear the fine Sanforized body. 11-17. Sleeve lengths 32-35. **2.98**

**The Tie** Tastefully designed . . . this rayon satin patterned tie . . . bright red for zest! Beautifully made . . . fully lined. **1.49**

**The Socks** Smart-looking 100% nylon hose for men. Elastic top . . . reinforced heel and toe. New pastel colors . . . fancy patterns. Sizes 8-13. **69c**

**The Shoes** Imported Martin Scotch grain leather . . . superbly crafted on fine American lasts. Two-ply leather sole and heel. 7-12. B, C, D. **12.75**

PENNEY'S MEN'S STORE — Downstairs

WOMEN'S READY-TO-WEAR — Third Floor  
ACCESSORIES — Street Floor



**Above** Flo Greening and Jim McCarthy are pictured in complete Easter wardrobes chosen from regular Penney merchandise. Penney's have a wide selection from which to choose!

**Left** Fat Pine is attractively garbed in a tailored military-styled sport jacket priced at just \$8.99 . . . comes in blue or green, 16-20. The slacks are washable crease-resistant nonwoven rayon check . . . neat belted style . . . black and white or brown and white, 16-20, at \$5.99. Simple white combed cotton polo shirt is only 98c. Comes in pastel colors, too. Sizes small, medium, large. Casual shoes in brown only are priced at \$5.99, sizes 4-9. Visit Penney's Sportswear department . . . look your best for less!

**Right** Jim McCarthy . . . so debonair in his handsome sport outfit from Penney's! All wool flannel sport coat in the two-button drape model with popular three patch pocket styling. Comes in navy, grey or maroon at only \$19.75. Sizes 36-44, regulars and longs. The slacks are all wool cross-dyed gabardine . . . continuous waistband, knife-sharp reverse pleat. Tan, grey, blue. 36-44. Smart rayon gabardine sport shirt is hand washable . . . priced at only \$2.98! In grey, green, maroon, navy. Sizes S-M-L. The "folded cap" smooth leather shoes are amazingly low-priced at only \$8.99. Sizes 7-12, B, C, D.







### Togs Keyed For Active Sunny Days

A healthy tan looks twice as appealing when it is dressed up with the newest in sporting togs.

Starting with the first spring breezes, coed sailors will take to the water on weekends. Spring winds will be chilly in April, but not for the smart coed who adds a shag fleece cardigan jacket to her sporting outfit.

Wind resistant and water repelling, the heavy coat is loose and cut with big armholes and wide back that allow for lots of action. Sleeves push up and deep square pockets have storage space for a day's supply of extras.

**New Denims**  
Denim jackets in stripes have mandarin necklines and lots of bright buttons this year. Some have three-quarter length sleeves and big slash pockets. They are fire with jeans and make good beach wear too.

For the golfer, sleeveless blouses and pleated cotton skirts team up with gaily colored sports shoes. They have crepe or sturdy leather soles and come in the or all-in-one styles.

**Wind Breakers**  
Beach time brings new ideas for comfort and style each year. For windy afternoons cotton poplin windbreakers of fingertip length have zippers added to protect the new hair-do as well as newly tanned skin.

Terry cloth is always popular and practical. Robes with long zippered front and elasticized three-quarter length sleeves are the latest in terry wear.

**Bright Robes**  
In bright colors, these practical robes can be matched and contrasted with big beach towels, a must for any bather.

Monks cloth is the surprise development in bathing suits. Left traces of two piece suits are gone and one piece suits are styled strapless. The standard one piece classic in latex with crossing-over-the-shoulder straps is as popular as ever.

### Sew Your Own Home Tailoring Means More Fashion Appeal

Home sewing is not only a money saver but makes you a special eye-catcher. Clothes you make are strictly for you, and if you plan carefully they will suit your pocketbook and personality.

Spring pattern books will follow fashion trends toward slim silhouettes, besides showing classic favorites which are always safe to pick as a new addition to the clothes closet.

**Simple Patterns**  
If sewing is new to you, pick simple patterns. They not only are easier to work with, but usually look better than involved designs even when turned out by more experienced seamstresses.

If you're planning to make your own spring coat, take a look in local stores for polka dot fleece coating. The fabric is wool and alpaca, completely reversible. One side has light dots against dark, the other splashy dark dots on light background.

**Novel Tweed**  
Basket weave tweed, a soft summer weight wool, tailors beautifully into the basic versatile jacket. Find your pattern with molded shoulders, stand-up collar and slightly flared back.

Use versatile patterns for suits and two-piece dresses. Straight skirts are not only the spring style, but are easy to make. Box jackets are new, smart and simple to sew.

**Light Wool**  
Pick a paper thin wool for your suit. As cool as linen, this light weight material can be worn well into the summer. New solid shades and popular plaids mix well in jackets and skirts.

Make a whole ensemble—two skirts of solid color, a plaid jacket which combines both skirt colors, and a wescot of harmonizing rayon.

Spring dinner dresses will be smart in iridescent silk shantung and taffeta. Let your dress be simple in tailoring. The lush fabric will draw attention to its style and to its wearer.

### Hose Follow Spring Trends

Clever heel designs add new foot interest to this spring's lighter and more sheer hosiery.

Picture frame heels, some without dark reinforcements are the order of the day. Clocks, cupid's arrows, and tiny hearts adorn seams and ankles.

So sheer that only darkened seams show the sheath of hose, spring stockings come in new rosy shades to wear with pastel prints, soft grays for dark colors and creamy tans for the outdoor look.

### Gloves Hide Wrists, Show Added Detail

Gloves have their own bit to add to spring fashion news.

Pretty cottons and rayons in every pastel shade as well as in basic colors are indispensable for a finished look.

New glove ideas include bright gold buttons on long tapered wrists, and shirred wrists and tops.

Since sleeves and gloves must meet this spring, shirred wristlets will keep the wearer always chic by holding the sleeve safely in place.

Dainty cutwork on white gloves adds a final feminine touch to any costume. Diagonal hemstitching up the glove to almost the middle of the hand is the newest fashion design.

Longer and more formal styles are worn with new push-up coat sleeves. With short sleeve dresses, long gloves falling gracefully to the wrist are fashion's decree.

Flare cuff gloves look well with full sleeves, as do contrasts in color.

Plaids and stripes have entered the glove picture. Design of these bright fashions is simple, letting the gay fabric do the attention getting.

Good Taste is the Simplest Definition for Fashion

One of America's Most Famous Campus Shops for Men

**Jacobson's**

Pure Irish Linen . . .

a pleasant spring note in the blouse and skirt story

You'll want these fresh linen separates; you'll dote on the fabric because of its coolness despite spring and summer's sun, its newly-creased-resistance. See these four linen change-abouts. Left: Handkerchief blouse in magnolia, white or aqua; sizes 32 to 38. 4.95. Linen fly-front skirt in navy, suntan, natural or lilac; sizes 10 to 18. 7.95. Right: Tucked blouse and unpressed pleat skirt in navy, suntan, natural or lilac; sizes 10 to 16. Blouse, 8.95; skirt, 7.95. Sportswear

Jim Flagg  
— wearing —  
one of the many new  
**VARSITYTOWN SPORTCOATS**

— KOSITCHEKS —  
Sports Department  
Complete Selections of All Popular Sports Wearables  
Spring of '31 offers more new ideas than all previous seasons  
— Sport Shop —  
**U. Kositchek and Bros.**

woodland tones...  
new masculine colors

by **Hart Schaffner & Marx**

You'll discover that Woodland Tones have a nature-like brilliance that's subdued just enough to be in perfect taste. This handsome Triple Test\* suit has a distinctive diagonal weave...masculine approved...feminine appealing. \$75  
\*others \$69.50 to \$100

**Small's**  
211 So. Washington Ave.

**Jacobson's**

Cotton String Gloves  
on hand for spring casual way

The most practical pair you can own, these of durable mercerized quality cotton...to wear shopping, with your casual wardrobe. Available in you in good stock all day. And, they're so easy to wash just suds and dry. White, natural. Sizes small to large.

Lassie Jr. Creates the  
**Crispest Cut for Spring**

Swishy scarf and rustling full-lining of block-plaid taffeta in a flaring coat of fine woolen...added dash for the young approach to Easter to give neutral tones a seasonal lift. Oatmeal beige or grey. Sizes 7 to 15. \$45

**Jacobson's**